

# Professionalizing your Volunteer Program and Managing Volunteer Expectations: The Good, The Bad and Some Ugly



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- history
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- organizational strategy
- the good
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- some wee ugly bits
- small group exercise



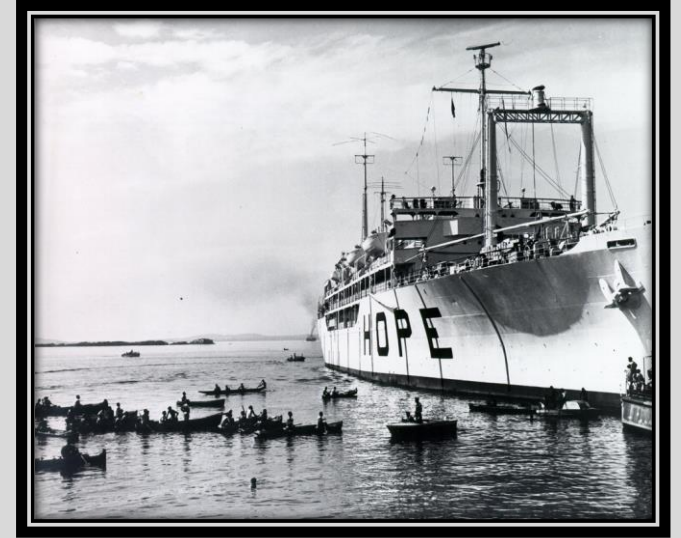
[https://www.youtube.com/watch?v=sfgQw-\\_BXLo](https://www.youtube.com/watch?v=sfgQw-_BXLo)

# outline





- not-for-profit, international NGO
- founded in 1958 as People-to-People Foundation
- identified with the hospital ship, SS HOPE
- land-based NGO since 1974
- conducted programs in 80+ countries
- currently operating in 35 countries
- core themes center on HA and health education



# project HOPE history

1959



1973



1984



1968



1976



2016



# habitat history



We build *strength*, *stability* and *self-reliance* through *shelter*.

Around the world,  
1400 Habitat  
Affiliates help  
empower  
people through  
shelter.

1997



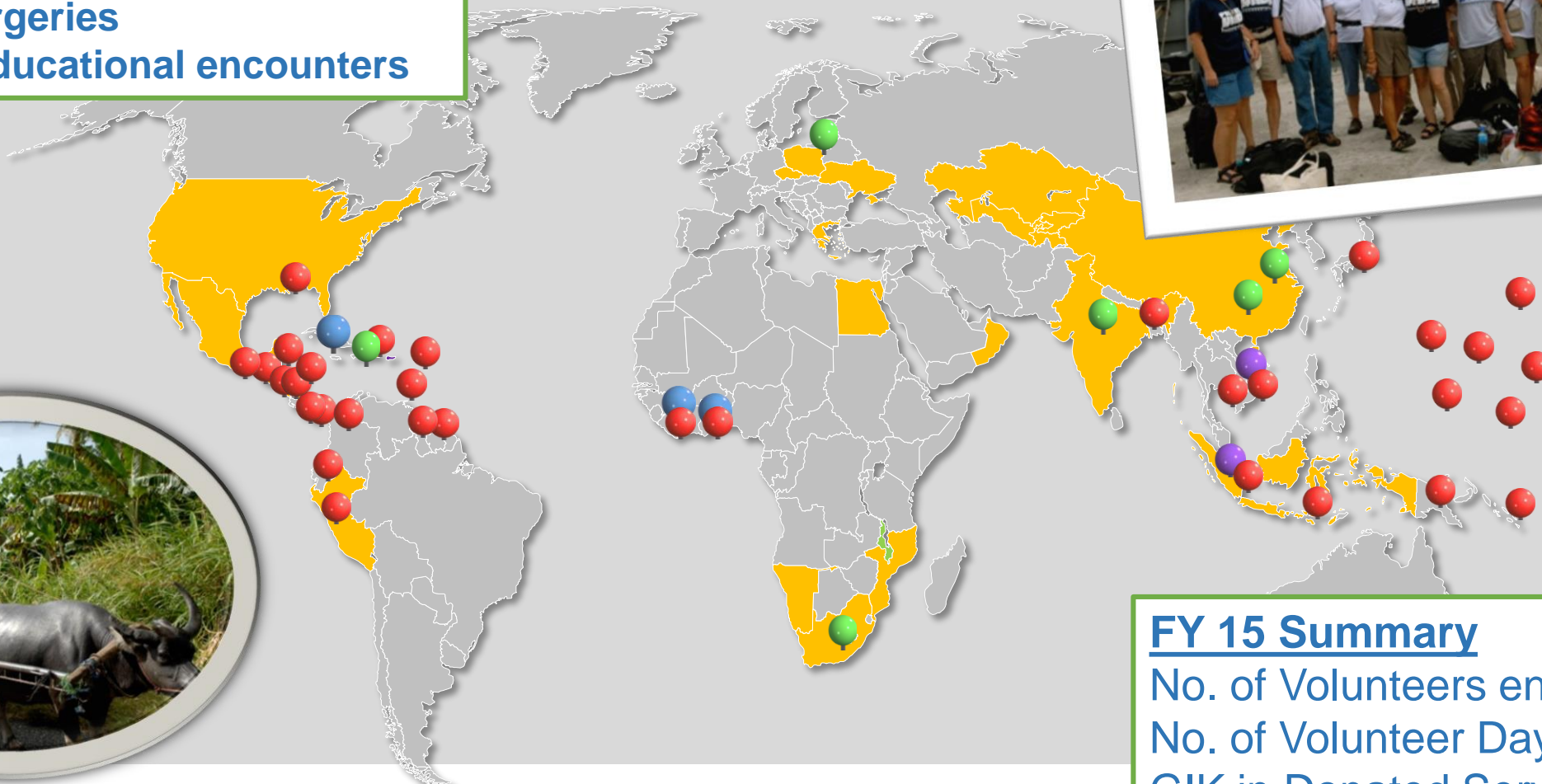
Our Habitat is one of 49  
Habitat Affiliates in the state.

Since 1997, we have worked alongside 63 families as they purchased new homes.

# habitat history

We build *strength*, *stability* and *self-reliance* through *shelter*.

- 42 missions
- 93 countries visited
- 1,646 VOLs
- 956,098 patients seen
- 11,096 surgeries
- 240,636 educational encounters



### FY 15 Summary

No. of Volunteers engaged: **475**

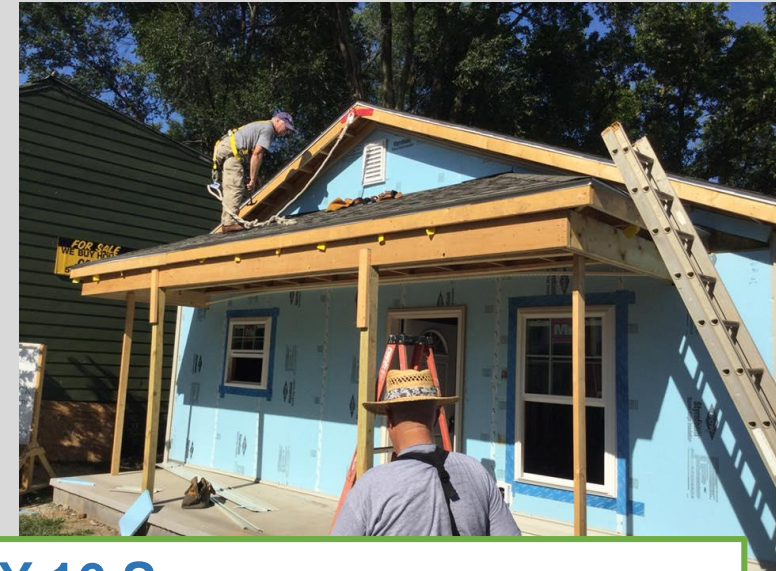
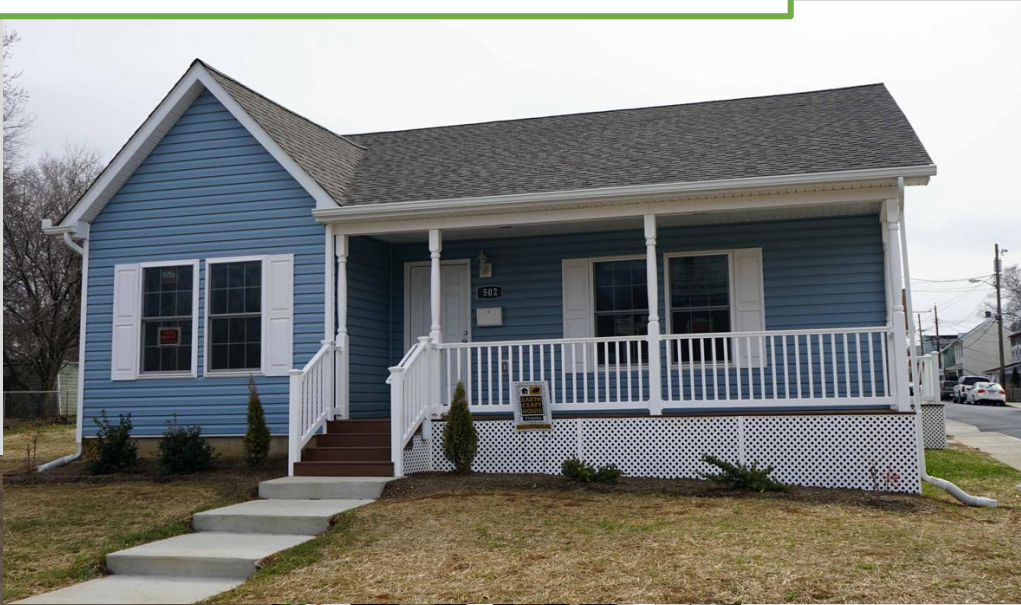
No. of Volunteer Days: **4,600**

GIK in Donated Services: **\$3.2M**

# volunteer experiences



- 63 houses built
- 59 community outreach events
- 200+ families served



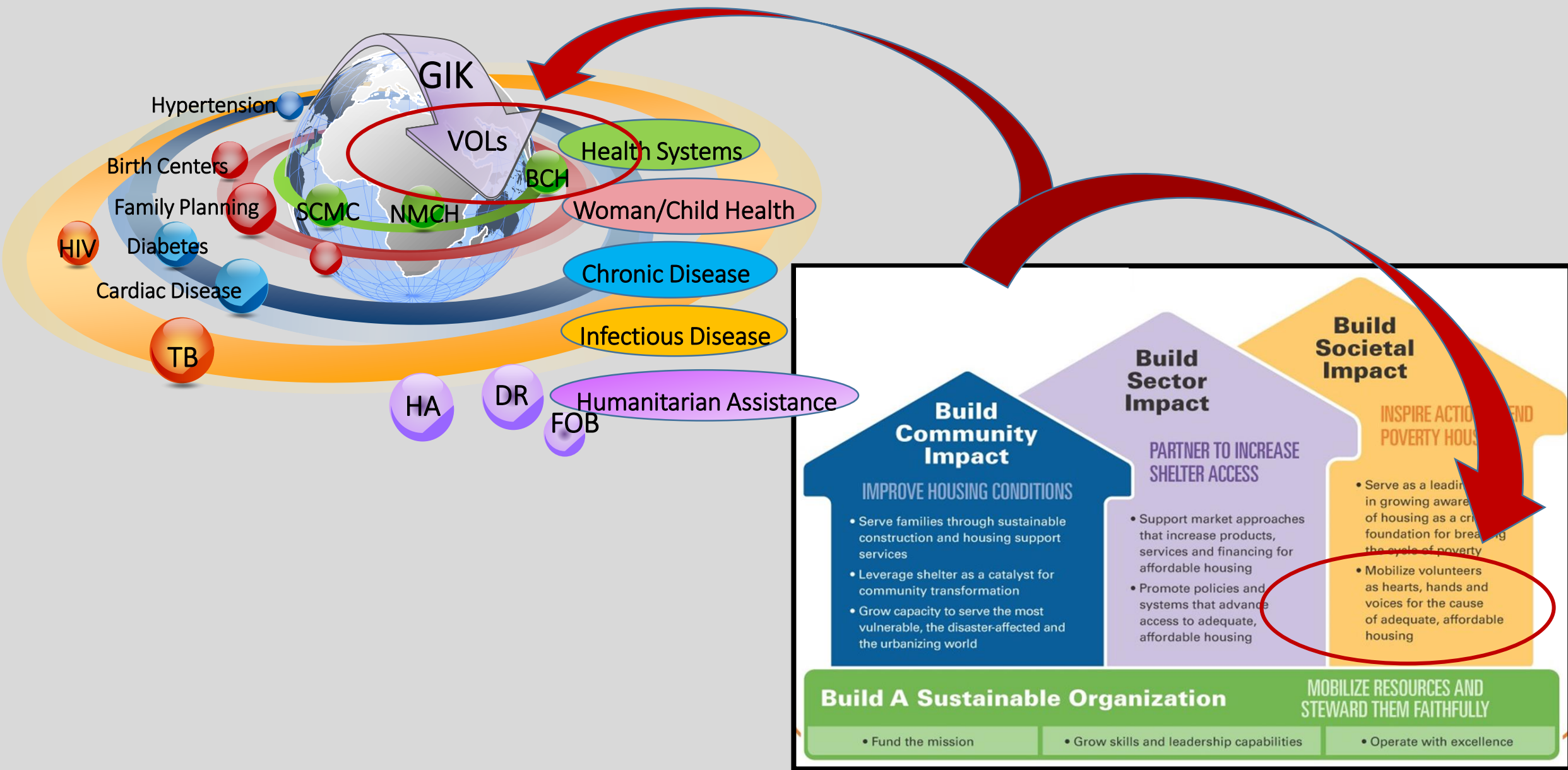
### FY 16 Summary

No. of Volunteers engaged: 732

No. of Volunteer Days: 572

# volunteer experiences



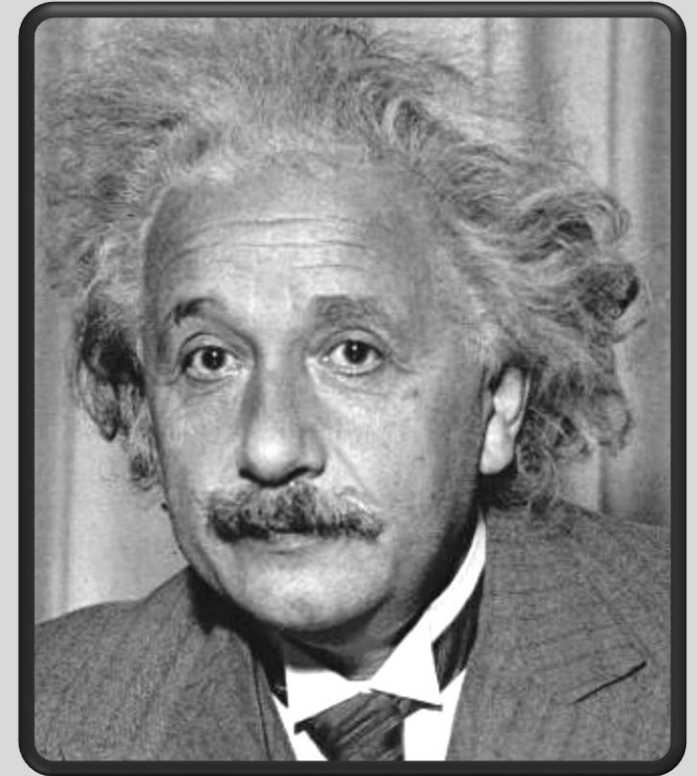


# organizational strategy





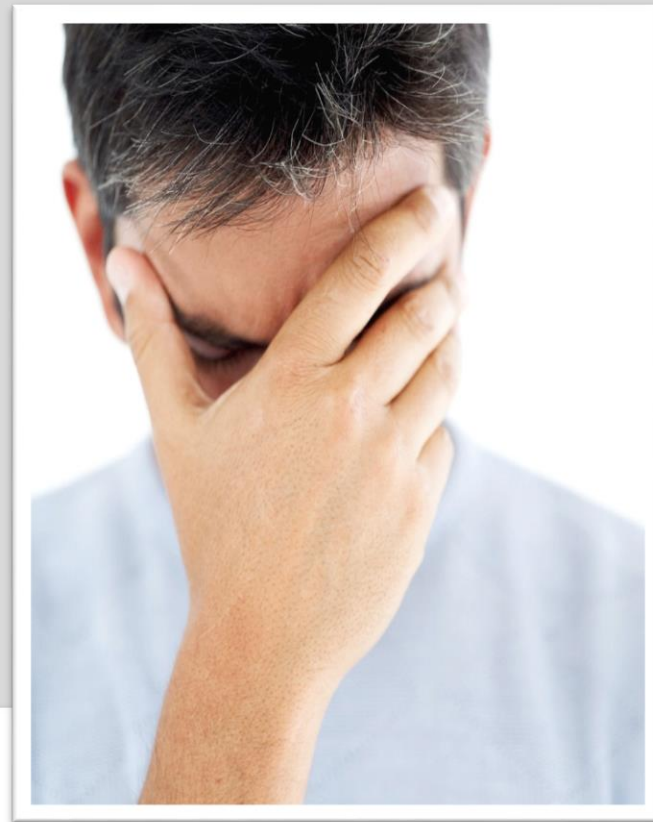
- train yourself →
- build the philosophy – the “foundation”
- internal processes – “the skeleton”
- marketing/communications →
- fundraising
- sources and venues
- relationship building
- operational engagement
- recognition/retention



Albert Einstein

# the good: areas to sustain

- existential identity crisis
- centralized accountability
- never-ending job
- combating “time suck” and “temporary” mentalities
- communication and stove-piping
- balanced scale-up (staffing, resources, and programs)
- orientation and training programs
- expectation management
- feedback
- *transitioning volunteers into donors and advocates*



# the bad: areas for improvement





- safety and security
- liability
- reputational harm

**The Winchester Star**  
Tuesday, February 4, 2014  
p. 180 WINCHESTER, VIRGINIA 22601 75¢

## Local man involved in Habitat fall dies

Cause not revealed; ruling vs. local group vacated

By **SALLY VOTH**  
The Winchester Star

**WINCHESTER** — One of the four people injured in an accident while building a Habitat for Humanity home on Highland Avenue in June has since died.

Habitat for Humanity Winchester-Frederick County volunteer Benjamin Clayton Norris III and employee David Dowell fell off the roof of the house at 400 Highland Ave. on June 1. They struck two volunteers on the ground in the incident.

Stephens City resident Norris died Oct. 31 at age 65, according to obituaries posted online. It is not known if his cause of death is related to the fall.

Documents provided by the Virginia Department of Labor and Industry (DLI) following a

See **Habitat**, Page **A10**

JEFF TAYLOR/The Winchester Star

to transport an unidentified patient after  
tat for Humanity home they were building  
June.

**the ugly: issues to always address**



- understanding lines of business
- break into 3 groups
- develop “transition” strategy for volunteers
- 10 minutes
- report back



# assignment